

HRSA's *Stop Bullying Now!* Campaign

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July 2011

Today's Discussion

- Bullying Overview
- Campaign Resources
- Partnerships
- What's next for the campaign?
- How can SBN! work for you?

Bullying Overview

STOP
BULLYING
TAKE A STAND. **NOW!** LEND A HAND.



Bullying...

- Is aggressive behavior that intends to cause harm or distress
- Usually is repeated over time
- Occurs in a relationship where there is an imbalance of power or strength



Key Facts About Bullying

Bullying is best understood as a group phenomenon in which children may play a variety of roles.

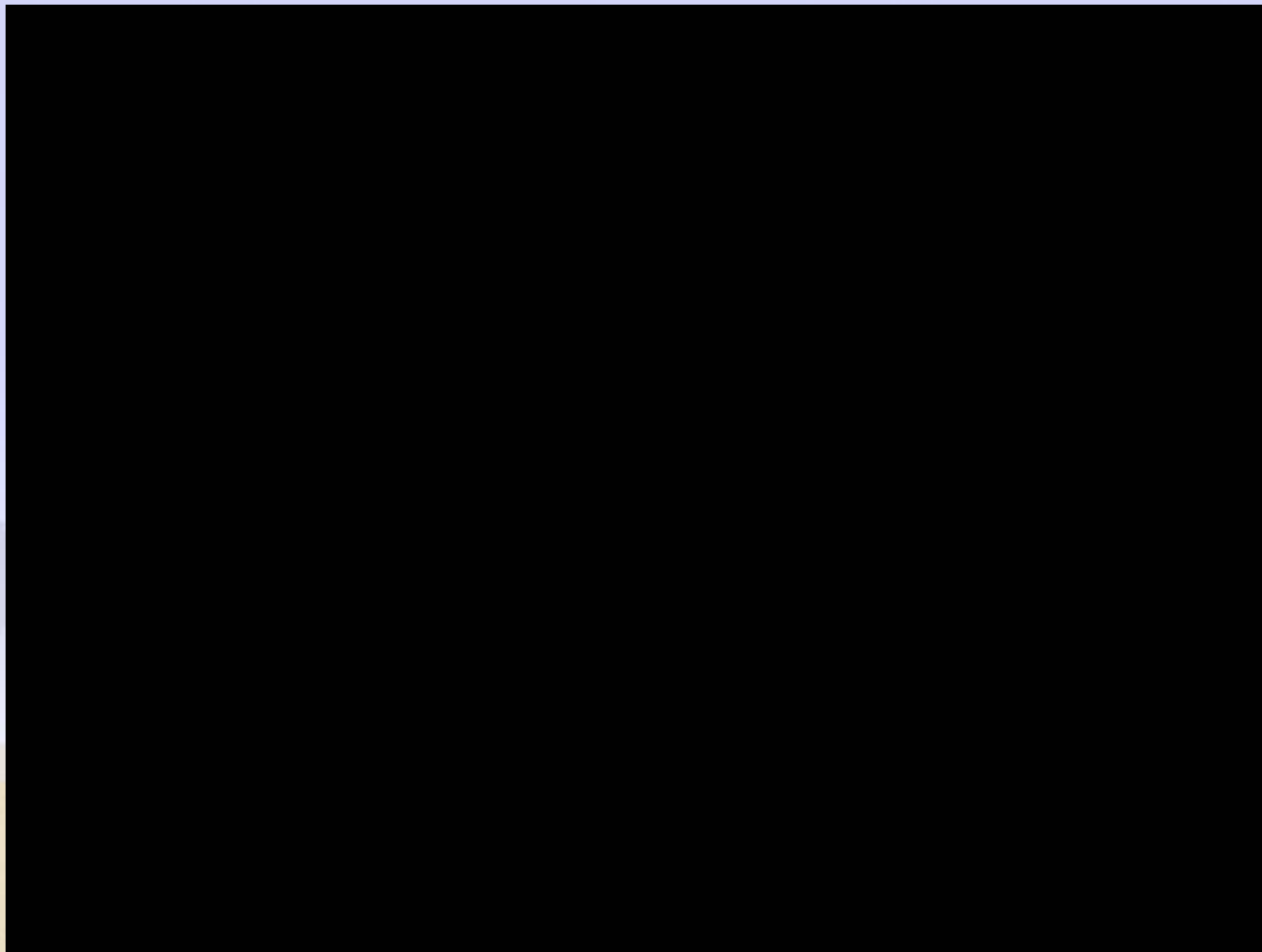
- Child Who Bullies
- Child Who Is Bullied
- Bystander/Witness

Examples of Cyberbullying

- Repeatedly sending rude or offensive text messages
- Posting or sending digitally altered photos
- Impersonating another and sending offensive messages
- “Happy slapping” postings
- Tricking someone into revealing embarrassing info and forwarding it to others



Partner PSA: NCPC



Cyberbullying and “Traditional” Bullying

Similar characteristics:

- Aggressiveness
- Power imbalance
- Repetitiveness

Different characteristics:

- Anonymity
- Disinhibition
- Accessibility
- Punitive fears
- Bystanders

Bullying, School Engagement & Academic Achievement

Bullied children are more likely to:

- Want to avoid going to school
- Have higher absenteeism rates
- Say they dislike school
- Say they receive lower grades

Health Consequences of Bullying

Studies comparing symptoms of children who are bullied to their non-bullied peers, the child victims manifested:

Higher rates of physical problems

- Consistently higher risks of psychosomatic problems among victimized children shown in a search of 11 studies through March 2008 involving 152,186 children, ages 7 to 16 years (Gini & Pozzoli, 2009)
- Among 15,686 US middle school students, those who suffered one or more physical or emotional symptoms several times a week were 2.4-3.5 times more likely to be involved in frequent bullying incidents (Srabstein et al., 2006)
- Bullied students in Dutch schools, ages 9-12, were 3 times more likely to have headaches, feel listless and wet their beds, and were twice as likely to have trouble sleeping, have stomach pains, feel tense, tired and have poor appetites (Fekkes, et al., 2004)

Health Consequences of Bullying

Signs of distress and psychological difficulties

- Adolescents surveyed in the U.S. who reported frequent exposure to 4-5 different forms of bullying were at high risk of depression, suicidal ideation and suicidal attempts (Klomek, Marrocco, Kleinman, Schonfeld, & Gould, 2008)
- Bullied youth reported more psychopathology and lower self worth in a large study of Norwegian adolescents aged 11-15 (Undheim & Sund, 2010)
- Australian children who are bullied frequently (at least once a week) were twice as likely to report wishing they were dead and having reoccurring thoughts of suicide (Rigby, 1996)

Bullying and Civil Rights

- **Some bullying-related incidents that fall under schools' anti-bullying policies may also trigger responsibilities under anti-discrimination statutes enforced by US Department of Education's Office for Civil Rights (OCR)**
 - Examples of discriminatory harassment:
 - racial and national origin
 - sexual, gender-based
 - disability
- In October 2010, OCR released a letter to clarify the relationship between bullying and discriminatory harassment and provide information on how schools should respond to discriminatory harassment cases

– *www.ed.gov for more information*

HRSA's *Stop Bullying Now!* Campaign Resources



Stop Bullying Now! Basics

Who: The U.S. Department of Health and Human Services' (HHS) Health Resources and Services Administration (HRSA)

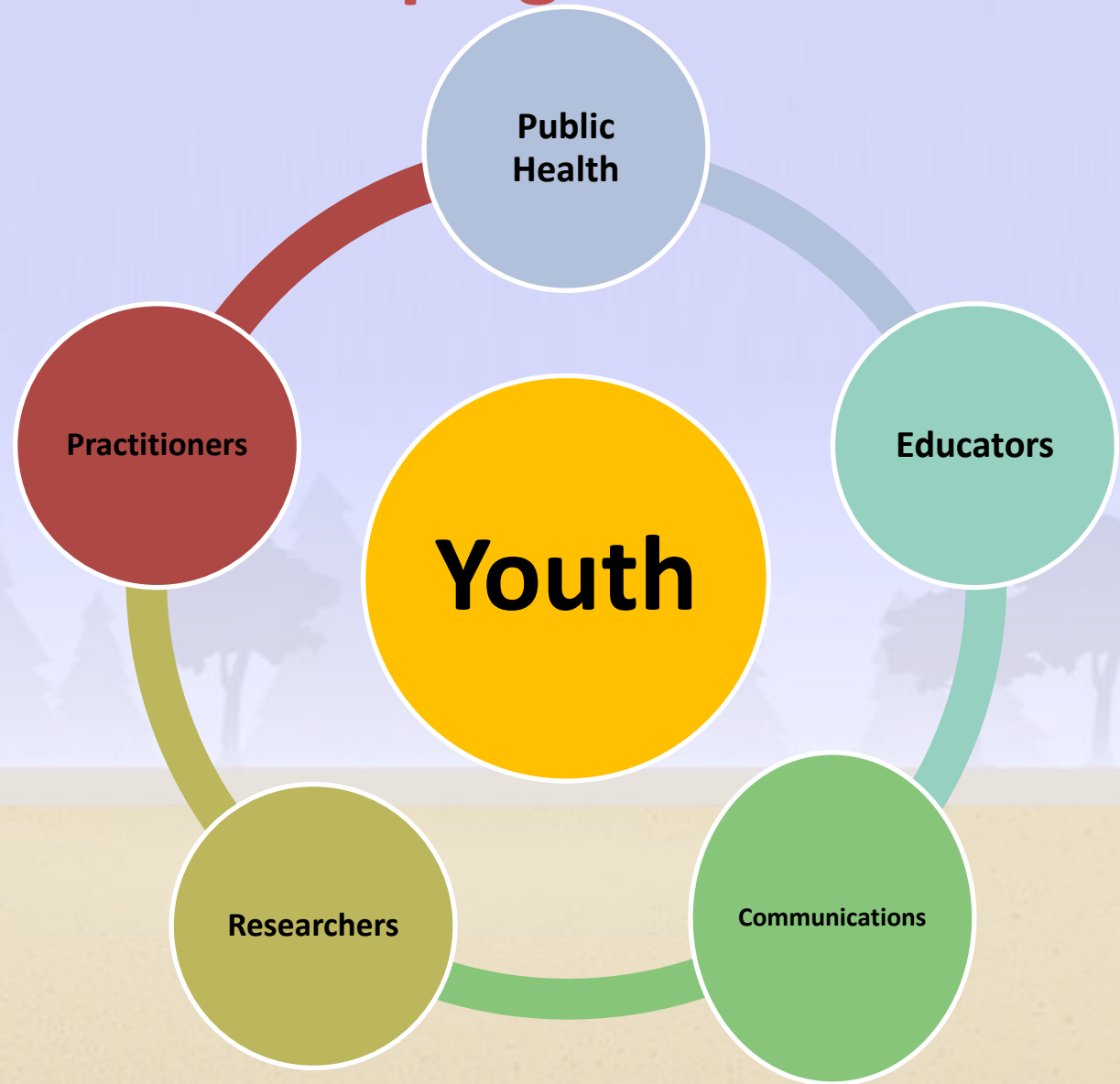
What: *Stop Bullying Now!* Campaign

When: Launched in 2004

Why: Raise awareness about bullying, advocate for prevention & intervention, and maximize partnerships.



Who Makes Up the SBN! Campaign Team?



Audience-Specific Tip Sheets

All Adults

- Warning Signs that a Child is Being Bullied
- Bullying Among Children and Youth on Perceptions and Differences in Sexual Orientation

Parents

- How to Talk with Educators at Your Child's School About Bullying: Tips for Parents of Bullied Children

Educators and School Staff

- Providing Support to Children Who Are Bullied: Tips for School Personnel And Other Adults
- Documenting Bullying at Your School: Tips for School Administrators

Audience-Specific Tip Sheets

Health & Safety Professionals

- Roles for Health and Safety Professionals in Bullying Prevention and Intervention

Mental Health Professionals

- Bullying Among Children and Youth with Disabilities and Special Needs
- Working with Young People Who are Bullied: Tips for Mental Health Professionals

Law Enforcement

- Involvement of Law Enforcement Officers in Bullying Prevention
- Intervention Tips for Law Enforcement Officers

Youth Advisors

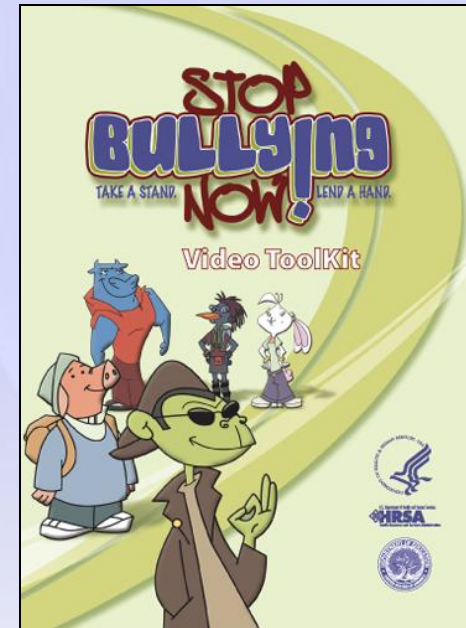
- Bullying in Out-of-School Time Programs: Tips for Youth-Serving Professionals and Volunteers

Recommendation: Use Tip Sheets to Provide Staff Training

- Include all staff in bullying prevention training. Staff should be able to recognize bullying and know how to intervene.
- In-depth training for all staff
 - Administrators
 - Teachers
 - Counselors
 - School Resource Officers
 - School Nurses

DVD Video Toolkit

- Produced in partnership with U.S. Department of Education
- Webisodes
- PSAs
- Video Workshops



Webisode: KB's Day



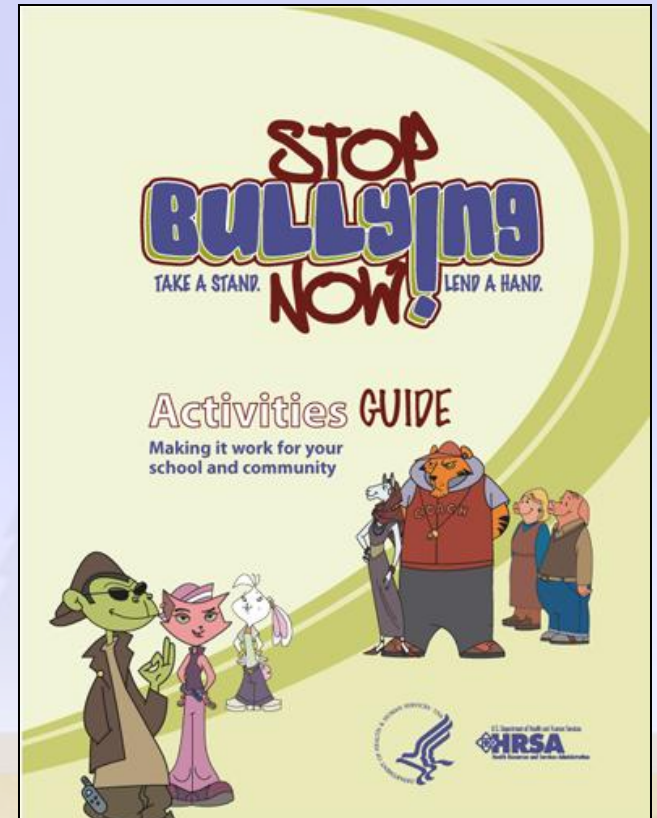
Recommendations for Use

- Play Webisodes and PSAs during:
 - Teacher /Staff Training
 - In the Classroom
 - After-School activities
 - PTSA Meetings
 - Community Events
- Have PSA's available in:
 - Library
 - Media Center



Activities Guide

- Suggestions for planning activities to raise awareness
- Model programs

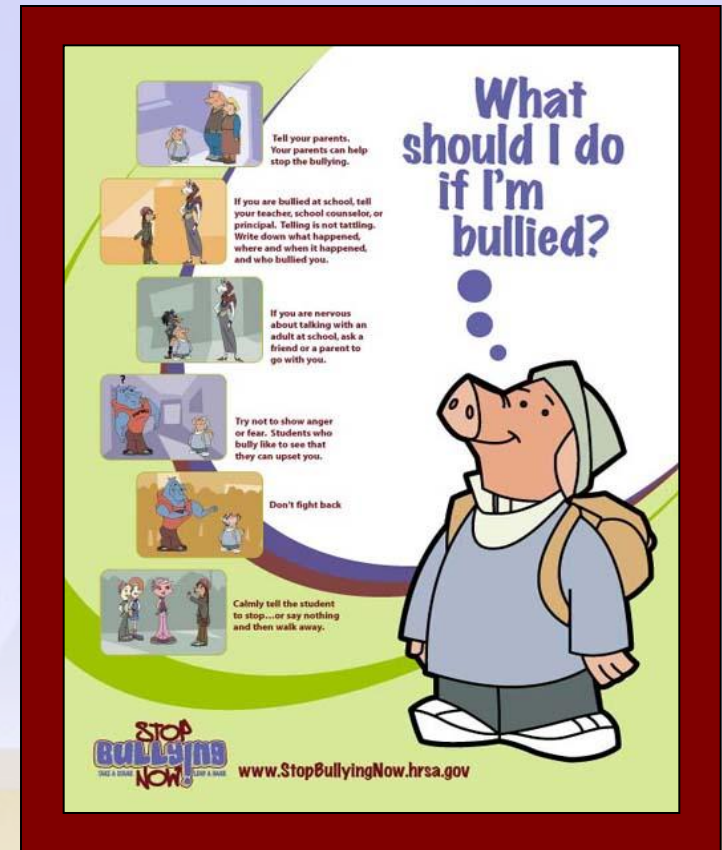
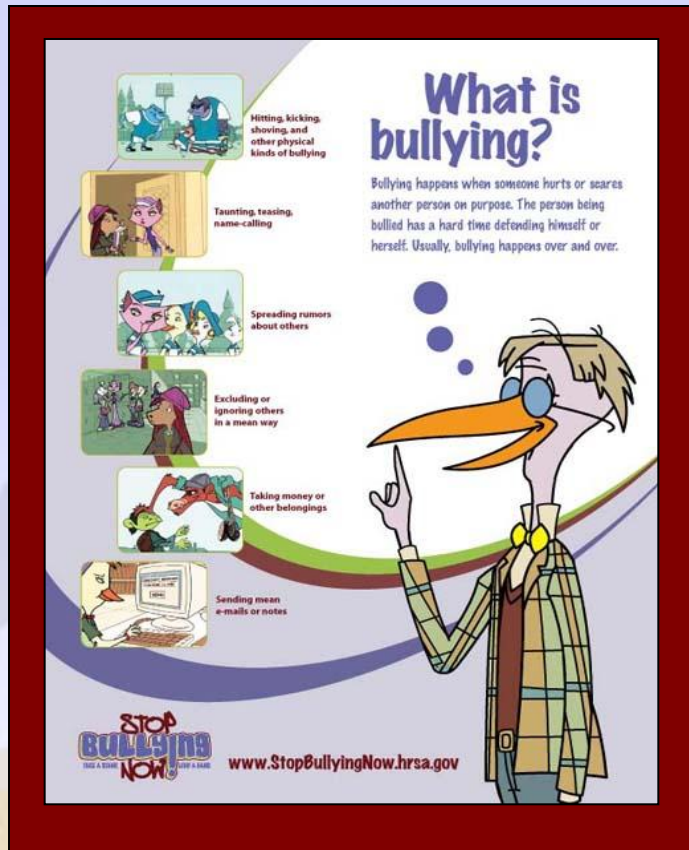


Recommendations for Use

- Activities Guide ideas include:
 - *Stop Bullying Now!* theme week
 - Brown Bag Lunch/Teacher In-service
 - Engage your PTA
 - Mentoring program
 - Chalk it up!
 - Pledge wall
 - Much more



Posters for Youth



Recommendations for Use

- Display posters at any of these locations:
 - Hallways
 - Library
 - Lunchroom
 - Bus stops
 - Locker room
 - School Nurse's office
 - Classroom
 - Admin office
 - Gym
 - Counselor's office



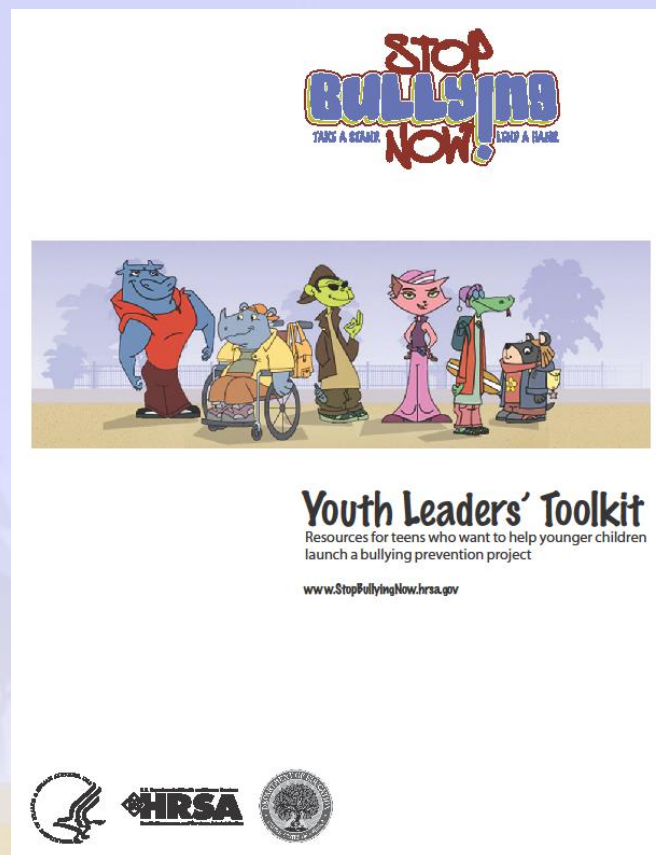
Recommendation: Use Students as Experts

- Youth know what is going on in their school
- Youth involvement and **youth leadership** sends an important message
- Peer-to-peer engagement can be highly effective



Youth Leaders' Toolkit for High School

- Older youth use SBN! resources to mentor younger youth
- Watch the Webisodes together and use the Discussion Guide
- Create a project and empower youth to spread the bullying prevention message



SBN! Partnerships

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IWGs are legs for the Campaign

Young Children

Education

Health & Safety

Mental Health

**Law Enforcement &
Justice**

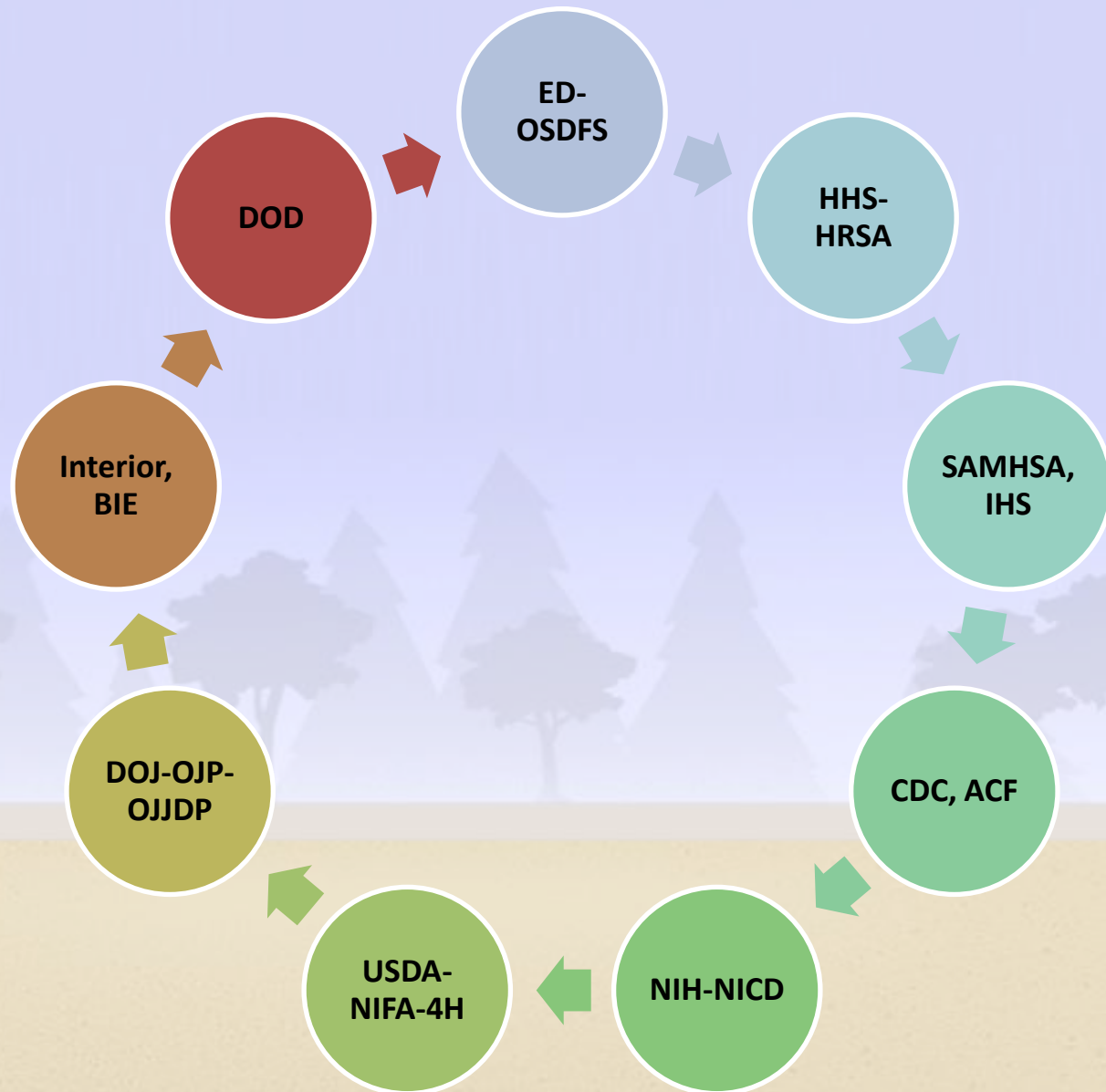
Youth Development



Federal Involvement



Federal Collaboration



Strengthen Parent/Family & School Partnerships

- Host parent/family programs focused on bullying and cyberbullying.
- Involve the PTSA and school clubs.
- Post bullying information on your school website and link to StopBullying.gov
- Send home SBN's Tip Sheets for parents/families.
- Designate a contact person at the school who is knowledgeable about bullying and cyberbullying and can assist parents/families.



What's Next for the Campaign?

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Expanding to Younger Audiences

- SBN! Campaign was developed for youth (ages 9-13)
- SBN! Campaign is creating 2 new Webisodes for children (ages 5-8)
- New Implementation Work Group (IWG)
- SBN! conducted focus groups with young children:
 - Characters
 - Scenarios
 - Bullying prevention messages
- Here's one of our new characters: Ty



How Can SBN! Work for You?

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How SBN! Can Partner with You

- Use the SBN! Campaign resources at the school level and at the community level.
- Coming soon: information on how to conduct Town Hall meetings to reach out and involve the whole community
- Now.....
- SBN! Campaign Partners:
 - You Have the Power! Program
 - Cartoon Network and Time Warner

For More Information...

- Visit www.StopBullying.gov
- To order DVDs and Activities Guides:
 - 1.888.ASK.HRSA
- Contact:
 - **CAPT Stephanie Bryn, MPH**
 - Director, Injury and Violence Prevention
Health Resources and Services Administration
 - sbryn@hrsa.gov
 - @StopBullyingNow on Twitter

